

WHAT IS CLAIMED IS:

1. A magnetic recording medium, comprising:  
a non-magnetic substrate,  
a non-magnetic layer disposed on the non-magnetic substrate, and  
a magnetic layer disposed on the non-magnetic substrate via the non-magnetic layer containing at least carbon black and a radiation curing type binder,  
wherein the radiation curing type binder contains a radiation curing type polyurethane resin having both a basic polar group and a sulfur-containing polar group in a molecule.
2. A magnetic recording medium according to Claim 1, wherein the basic polar group is an amino group.
3. A magnetic recording medium according to Claim 1, wherein the sulfur-containing polar group is a sulfonic metal basic group.
4. A magnetic recording medium according to Claim 1, wherein the radiation curing type polyurethane resin has a glass transition temperature of  $-20^{\circ}\text{C}$  to  $80^{\circ}\text{C}$ .

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5. A magnetic recording medium according to Claim 1, wherein the radiation curing type polyurethane resin has a number average molecular weight of 5000 to 100000.